

## Socialization of E-commerce for Marketing Agricultural Products in Sangsit Village, Sawan District, Buleleng Regency, Bali

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### Abstract

This service aims to provide socialization through online media to market the production results of fostered partners in Sangsit Village, hoping to expand the marketing area, which will impact increasing turnover. Using an online website to assist in marketing activities can be one way to deal with the sluggish economic situation. However, it is essential to guide partners accustomed to conventional business in doing business or selling online. At least what needs to be considered is how to make sales in cyberspace when something undesirable happens, such as handling fraud or frontal complaints. Although some of the partners understand a little about business in the e-commerce world, it would be much better to provide guidance and introduction to online market containers before starting a business.

### Keywords: Must be 3-5 words

agriculture, online marketing, market-based e-commerce, local culture

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## INTRODUCTION

There have been many incidents that have disrupted the stability of the tourism industry on the Island of the Gods, one of which is the Bali Bombing case, which resulted in the vigilance of all tourists who wanted to visit. However, Bali tourism slowly but surely recovered after the incident and continued to increase until 2019. However, at the end of 2019, there was a new disaster, namely the coronavirus pandemic, which affected public health and the economic foundation of residents dependent on tourism (Heliany, 2019; Kusuma, 2019).

The dependence of the Balinese people on the tourism sector has resulted in a decline in the local economy. Many Balinese people have lost their jobs and have difficulty managing their daily family needs. At the time, tourism was not yet the main driver of the economy (Saputra et al., 2018). Agriculture was a reliable sector then because the Balinese were substantial farmers. Not only making agriculture a life but also a way of life. Bali must declare itself to start living and not only depend on tourism. Alternatively, immediately start preparing for actual steps for Bali without tourism. Whether this can be realized or is possible, of course, because Bali's potential is not only there, Bali still has very reliable agricultural potential; it just needs help in terms of marketing because conventional marketing is no longer possible in a world hampered by a pandemic outbreak like this (Saputra et al., 2019).

The COVID-19 pandemic that killed the tourism sector also caused local food products to lose their market because the tourism industry did not absorb agricultural products. Much supply is available, but it must be balanced with the demand. Online sales are one solution amidst the limitations of people's physical movement to visit shopping centers (Atmadja & Saputra, 2018). The transition to online marketing is also one of the strategies determining whether a product can survive amid a pandemic. When consumers reduce their purchasing power for conventional purchases, business actors have new opportunities to connect digitally with customers and rearrange their marketing strategies (Larasdiputra & Saputra, 2021). The main reason for this service is the need for an introduction and understanding of digital marketing.

**Marketing.** Marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging products with others (Rusli, 2019). Many consider this field identical to the sales field. Marketing has a broader meaning than sales. The sales field is part of the marketing field and the most essential part of the marketing field itself. Marketing means working with the market to realize potential exchanges to satisfy human needs and wants. Marketing, as it is known, is the core of a business. With marketing, there is such a thing as a company, but what is meant by marketing itself is that people still need clarification (Irawan, 2023; Larasdiputra & Saputra, 2021).

**E-commerce.** Electronic commerce (e-commerce) is the distribution, sale, purchase, and marketing of goods and services that rely on electronic systems, such as the Internet, television, or other computer networks. E-commerce involves transferring funds, exchanging data electronically, and using an automated data collection system (Song et al., 2019). Currently, e-commerce is one of the promising businesses and is often pursued by people in Indonesia. Many enthusiasts make this business one of the fields in which to gain promising profits. E-commerce is part of e-business, where the scope of e-business is broader, not just commerce, but also collaboration between business partners, job vacancies, customer service, and others. E-commerce is when consumers buy and sell various products electronically from one company to another using a computer as an intermediary for business transactions (Jayawarsa et al., 2021).

## METHODS

The method used in analyzing findings in the field is focus group discussion. Focus Group Discussion (FGD) systematically and directly discusses a particular issue or problem. Irwanto (2006: 1-2) defines FGD as systematic data and information collection on a specific problem through group discussion. As a research method, FGD is a systematic effort in collecting data and information. As the meaning of Focus Group Discussion, there are 3 keywords, namely:

- a. Discussion – not an interview or chat
- b. Group – not individual
- c. Focused – not free

The problems discussed in the FGD are particular because they are to meet clear objectives. Therefore, the questions formulated and submitted to the FGD participants are clear and specific. Many people argue that FGDs are conducted to solve problems. This means that the discussions aim to reach a specific agreement regarding the problems the participants face. The results of the FGD cannot be generalized because the FGD does not aim to describe (represent) the community's voice. However, the importance of the FGD lies not in the results of population representation but in the depth of the information. Through FGDs, researchers can find out the reasons, motivations, arguments or bases for the opinions of a person or group. In other words, the results of the FGD cannot be used as a benchmark to conclude the study results. It must be supplemented with other supporting data, or a follow-up survey (quantitative) must be conducted (Benaraba et al., 2022; Hidayaturrahman et al., 2022; Larasdiputra & Saputra, 2021).

## RESULT AND DISCUSSION

The agricultural sector has so far played a role as the upstream of the Balinese economy, which is then absorbed downstream, namely tourism products. This process only relies on conventional business techniques. The emergence of the COVID-19 pandemic, which killed Balinese tourism, has confused business actors in the local food sector in finding a market for their products (Saputra, 2021). It is a new opportunity and a way out of doing business online during this pandemic. However, the fostered entrepreneurs recognize the need for more understanding and familiarity with conventional systems, making them hesitate to enter online marketing. Not knowing how this online marketing flow works is also an obstacle for them. The introduction of the marketplace application is new knowledge

for fostered business actors regarding the available online marketing platforms (Larasdiputra & Saputra, 2021).

The entrepreneurs who became entrepreneurs fostered by this community service program had complaints about the online market because of the lack of information on how to market and deliver goods ordered by consumers. After we explained the strengths (advantages), disadvantages, threats and opportunities of the online market and the procedures for delivering and paying for products ordered to the fostered entrepreneurs, they expressed interest in the agricultural marketing application product as a place to start and carry out online marketing to advance their business and increase sales of their food products during the pandemic and beyond (Nailufar, 2023; Sara et al., 2020).

The e-commerce platform is motivated by the need for technology for farmers to market their agricultural products. In contrast, the resilience of the agricultural sector is the foundation of a country's economic development. However, it is currently stated that farmers need help producing food and marketing their agricultural products. Therefore, other parties are needed to help farmers solve these problems. In macro terms, the problem of agriculture in Indonesia is that many farmers are oriented towards off-farm (Mutambara et al., 2016). Off-farm farming commercializes agricultural cultivation products, such as those of traders, collectors, and others. Most of the younger generation are reluctant to become farmers; the majority of farmers are currently 70 years old, and those under 30 are few. Lack of knowledge, concern and community support for the agricultural sector is one of the factors causing on-farm farming (all processes directly related to the agricultural cultivation process, such as sowing seeds, mating livestock, fertilizing, feeding livestock, controlling pests and diseases, harvesting and others) to be less popular and making the younger generation reluctant to become farmers, thus inhibiting the agricultural sector from developing (El-Hafez et al., 2017).

From this problem arises the question of how the younger generation or academics can work with farmers to use their knowledge and skills to help develop agriculture and market their agricultural products. There are many benefits to be gained from e-commerce. One of them is selling products or services online without having to set up a large shop or office like offline business actors do as a place of business. You can market products or services to consumers anytime and anywhere using the Internet. Another advantage is the ease of communication between sellers and buyers. Marketing goods is also much more profitable because you do not need to spend much money to do promotions. Using the internet network, you can market products widely to the community (Schrieks et al., 2021; Sulewski et al., 2020).

The Sangsit Village Government (Pemdes) 's serious commitment to maintaining food security and community economic recovery continues to be encouraged. Various programs have been launched, ranging from implementing coaching to utilizing rivers as water tourism facilities to waste management that generates rupiah for the community (Saputra et al., 2022; Saputra & Paranoan, 2024). The agricultural crops grown in this village are not only rice plants; several farmers also grow imported taro and grape plants.

From the natural conditions of Giri Emas Village above, it can be identified that the Natural Resources owned by this village are one of the potential for developing Agro tourism in Giri Emas Village, which needs to be maintained and developed because agriculture in Giri Emas Village is closely related to the "BUKAKAK' Tradition which is part of the Indonesian Intangible Cultural Heritage (WBTB 2020).

## CONCLUSION

With the implementation of this community service program, the local food and agricultural business actors that we foster feel grateful because our arrival has dramatically helped their business development in the future and provided opportunities to enter a broader and more promising market for local business actors in the Sumatra area. It also clarifies how to use e-commerce applications and



the rules in the online market so that local business actors fostered in this program do not make mistakes and experience fraud when doing business.

The impression of the Sumerta fostered community towards the e-commerce platform as a website with a quality appearance and content will make it easier to convey information to visitors to the online store site so that it saves more time. Relying on professional online store creation services that save promotion costs and the potential for product sales will increase by providing direct access to potential consumers who need the products of fostered entrepreneurs.

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